

Colorful **ALBERTA**

CANADA



THE SUNSHINE PROVINCE



Alberta beckons

From the east, the south and the west, holiday routes lead to Alberta—Canada's most scenic and varied vacationland. From the incomparable beauty of the Rockies to the lush, rolling plains and valleys of the Peace River area, this richly endowed province holds endless opportunities for vacation fun and excitement.

Four National Parks—Banff, Jasper, Waterton and Elk Island — are located within its borders, while Kootenay and Yoho National Parks adjoin Banff National Park. The approach road through Alberta to the Alaska Highway is paved from Coutts on the Montana border, from Cardston, and through the Crowsnest Pass to fifty miles north of Edmonton. Pavement extends from Calgary to Lake Louise; from Edmonton nearly to Jasper, and all the way to Elk Island Park.

Motoring on Alberta's mountain highways is secure and restful. Engineered along the lowest summits, the wide Banff-Jasper Highway has no grade exceeding ten per cent. The scenery is magnificent and occasional exploration beyond the roads, on foot, will reward the motorist and especially the photographer seeking subjects of unusual scenic beauty.



Vacations unlimited—in Alberta

A thousand things to do . . .

A thousand things to see . . .

Vacation fun for everyone—exploring the Rockies by car, on foot or horseback, riding and square-dancing at a guest ranch, watching thrilling western rodeos, fishing in Alberta's crystal-clear lakes and streams, golfing on beautiful courses surrounded by mountain views, camping, swimming, boating, dancing under the stars—your visit to Alberta will be crowded with exciting activities.

Tour the glorious Rocky Mountain area—Banff, Lake Louise, Jasper, Maligne Lake. Drive through the painted deserts and barren badlands of the Red Deer Valley; search out the subtropical wildlife of the Cypress Hills; visit the famous Alberta oilfields; see the buffalo at Elk Island Park. From the mountains to the rolling grainfields, from the cow country to the rich Peace River Valley, Alberta offers an infinite variety of scenic beauty and holiday recreation.

**THIS YEAR, PLAN A THRILLING
FAMILY VACATION IN ALBERTA!**



**ARE YOU TAKING A
JUNE OR SEPTEMBER
VACATION . . . ?**

COME TO ALBERTA

. . . where the early summer days are fresh and clear, and the first fall weather is warm and sunny. You'll find accommodation less crowded in June and September. Highway traffic is light, and the service at the resorts is naturally better, more personalized, before and after the summer rush. You can enjoy all the summer activities without the press of vacation crowds.

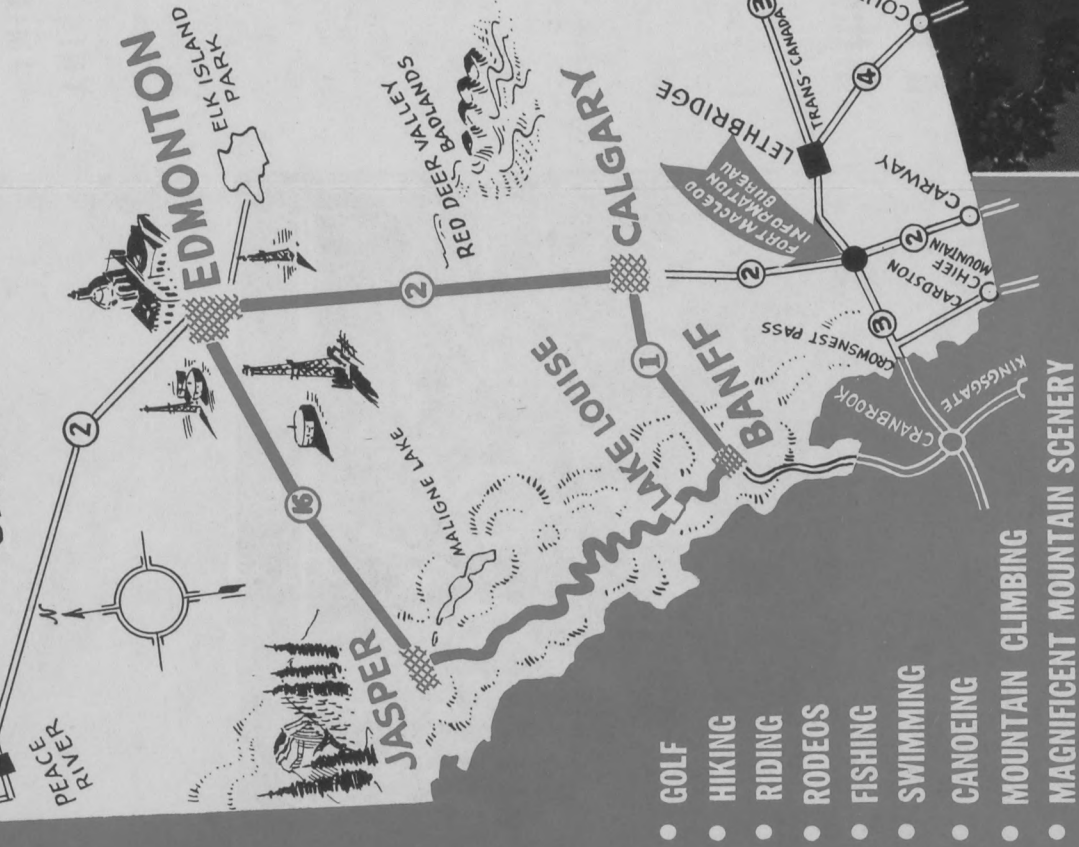
June days are longer, and the nights are cool and refreshing. The fishing season opens in June; the golf courses are in perfect shape; late-spring skiing is possible in some parts of the mountains; sports facilities are not overtaxed . . . Alberta is **yours** in June!

In September the foliage is ablaze with autumn color; skies are clear and blue, and rainfall is lightest this time of year. Fishing is excellent, and hiking, mountain climbing and other activities are exhilarating in the crisp, early fall air.

**ALBERTA INVITES YOU
FOR JUNE OR SEPTEMBER!**

Take the ALBERTA CIRCLE TOUR JASPER-EDMONTON

CALGARY-BANFF-LAKE LOUISE-
JASPER-EDMONTON



- GOLF
- HIKING
- RIDING
- RODEOS
- FISHING
- SWIMMING
- CANOEING
- MOUNTAIN CLIMBING
- MAGNIFICENT MOUNTAIN SCENERY



Famous the world over as the "gem of the Canadian Rockies," beautiful Lake Louise in Banff National Park is one of the most memorable scenic highlights of the Alberta Circle Tour.

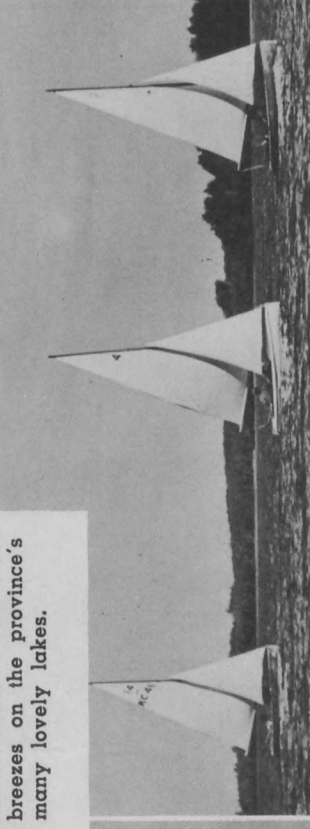
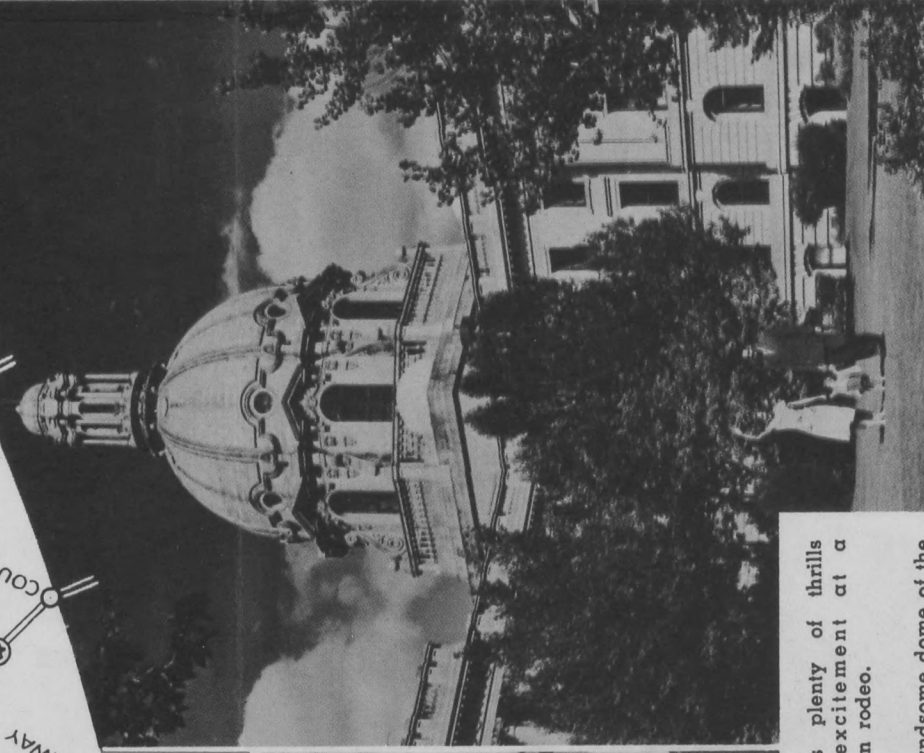
Large herds graze in the "cow country" of the foothills.



There's plenty of thrills and excitement at a western rodeo.

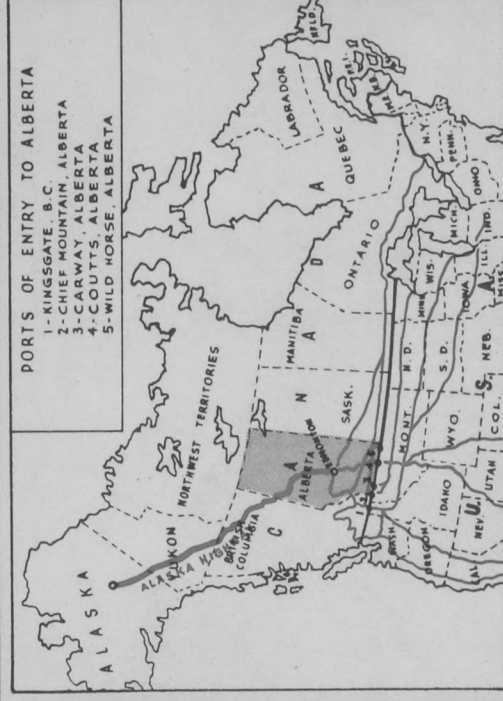
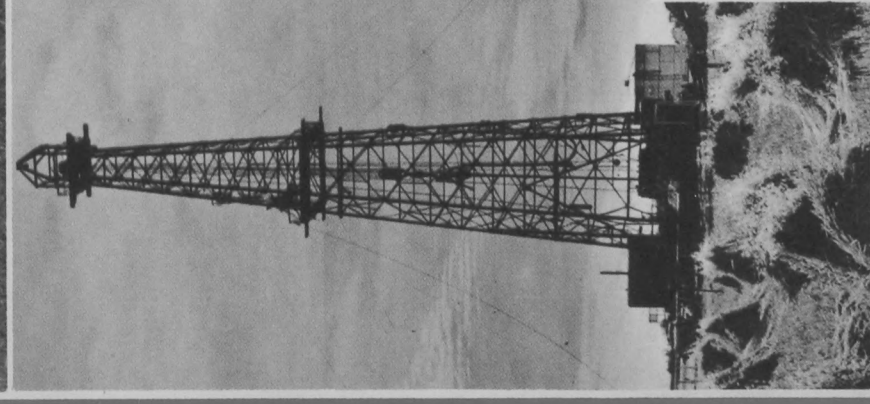
The handsome dome of the Alberta Legislative Building is a familiar landmark on the Edmonton skyline.

Inland sailors find fair breezes on the province's many lovely lakes.



An oil well in your grainfield is no longer a novelty on Alberta's oil-rich plains.

Students gather from all parts of the world to study at the famous Banff School of Fine Arts.



NO RED TAPE

No passports are needed for tourists on vacation in Alberta. You may take home \$500.00 worth of Canadian purchases duty free. United States currency is accepted at Foreign Exchange Control Board rates. Bring your camera and personal effects.

INFORMATION BUREAUS

Be sure to visit the information bureau at the junction of Highways No. 2 and 3 west of Fort Macleod. It has been established for your convenience. Other information bureaus are operated in Lethbridge, Calgary, Banff, Jasper and Edmonton.

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Please send me free of charge, your

- ☐ Picture booklet
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- ☐ Road map

(Place an "X" in the square beside those you want.)

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